



PRESS RELEASE

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FOR IMMEDIATE RELEASE:

January 7, 1993

CAMERICA'S FIRST GAME FOR 16-BIT SEGA GENESIS TO BEGIN SHIPPING

Micro Machines For Sega On Display At Winter CES

LAS VEGAS -- Camerica, a leader in 8-Bit NES video games, announced that it will begin shipping "Micro Machines" for the Sega Genesis system, later this month. The first of many games that Camerica will be releasing in the enhanced 16 Bit format, "Micro Machines" -- voted Best Action Video Game for the NES in 1991 by *Video Games and Computer Entertainment* magazine-- will be showcased during the 1993 Winter Consumer Electronics Show (WCES), January 7-10 at booth 6329 in the South Annex of the Las Vegas Convention Center.

In making the announcement, David Harding, President of Camerica, said: " With the transition from 8-Bit NES to 16-Bit Sega Genesis, the development team at Codemasters have been able to substantially enhance the graphics, sound and speed, making the Genesis version a sure fire winner."

With its competitive two player option, "Micro Machines" for Sega Genesis is the most exciting racing game yet produced. It features 27 cunningly devised circuits that allow players to go head to head in race cars, power boats, combat tanks, 4X4's and even helicopters, on courses that will take them under bridges, through oil patches and around tight corners in a race that's a thrill a second.

Camerica is gearing up for what they anticipate will be high demand for the new game. According to Robert Schuricht, Vice President of Sales and Marketing, "Early indications are that orders for the Sega Genesis version will surpass our initial forecasts, as the tremendous success of the NES version has whet the appetite of Sega gamers."



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CAMERICA'S ALADDIN DECK ENHANCER TO DEBUT
AT WINTER CONSUMER ELECTRONICS SHOW IN LAS VEGAS

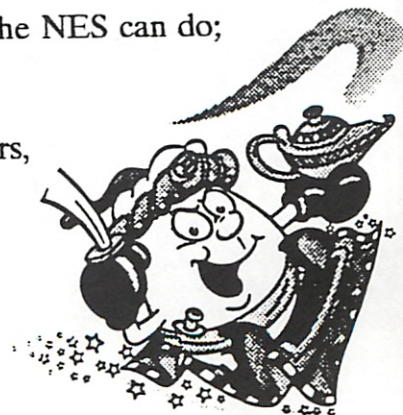
Two-Piece Cartridge System To Rejuvenate 8-Bit Market When It Ships In January

LAS VEGAS -- Camerica, the company responsible for bringing the popular "Game Genie" video game enhancer to North America, will unveil its Aladdin Deck Enhancer, a revolutionary two piece video game cartridge system that brings new excitement, graphics, sophistication and affordability to the 8-Bit video game market, during the 1993 Winter Consumer Electronics Show (WCES), January 7-10, at booth 6329 in the South Annex of the Las Vegas Convention Center.

Developed by Codemasters, the creators of "Game Genie", the Aladdin system breaks down a conventional video game into two components: a **deck enhancer** and a **compact cartridge**, which fits into the enhancer. By not having to duplicate command signals included in the enhancer, the compact cartridge can be produced and sold at significant savings. Players only have to buy one enhancer, which can be used with all Aladdin games.

According to David Harding, President of Camerica, "Aladdin allows developers to produce profitable 8-bit games with superb playability at a more attractive price to consumers. As with "Game Genie", Aladdin is improving what the NES can do; revitalizing and powering up today's limited 8 bit systems.

Trying to unlock the buying power of over 70 million NES players, the Aladdin Deck Enhancer and "Dizzy, the Adventurer", a 1991



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award-winning character, will sell for \$39.99. Game cartridges will carry a price of \$19.99 or less. This provides a 40 to 60% cost savings versus current retail pricing. Comments Harding, "Our Aladdin Deck Enhancer is like a wish in hard times for families that have longed for quality video game entertainment at a recession-busting price."

In addition to "Dizzy, the Adventurer", six other games initially will be released for Aladdin, including:

"Micro Machines"	winner of the 1991 NES Excellence Award and voted Best Action Video Game.
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"The Fantastic Adventures of Dizzy"	Honored with the 1992 Parent's Choice Approval and voted Best Graphic Adventure in 1991.
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"Bignose Freaks Out"

"Linus Spacehead's Cosmic Crusade:

"Quattro Sports"	4 sports games on one cartridge
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"Quattro Adventure"	4 adventure games on one cartridge.
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Of the 35 plus Aladdin games planned for release in 1993, a number will be color-coded, easier playing games for younger children aged four to seven. These will have a suggested retail price of \$17.99

The Aladdin Deck Enhancer and Aladdin Compact Game Cartridges will be available in January, 1993 at videogame and consumer electronics outlets throughout North America.



BACKGROUNDER

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DIZZYMANIA -- THE NEXT BRITISH INVASION

LAS VEGAS -- Having captured the hearts of everyone in his native England, "Dizzy", the U.K.'s answer to Nintendo's Mario, is poised for superstardom in the United States. And like his predecessors, The Beatles, did before him, "Dizzy" has topped the charts in England and is looking for similar success in the United States.

But just who is "Dizzy"? Developed by the Codemasters programming duo of Philip and Andrew Oliver, "Dizzy" is the cute egg-shaped star of 11 top selling video games, including "The Fantastic Adventures of Dizzy" which has won several coveted awards around the world, including 1991's Best Graphic Adventure and a 1992 Approval Award from *Parent's Choice Magazine*.

According to the Oliver twins, the reason for the success of the "Dizzy" games is simple. "In addition to being an exceptionally playable game, Dizzy is a character that appeals to the whole family."

David Harding, President of Camerica notes that the "Dizzy" character has one thing that Mario will never have -- a personality. "Unlike other video game characters, Dizzy will smile, frown or look puzzled, which allows children and adults to identify with him and ultimately fall in love with him."

With Camerica's release of the Aladdin Deck Enhancer, Dizzy fans can look forward to a brand new game -- "Dizzy, the Adventurer", which comes packaged with the Aladdin Deck Enhancer for the affordable price of \$39.99

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BACKGROUNDER

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CODEMASTERS

Founded in 1986 by then teenagers David and Richard Darling, Codemasters is the success story of the computer games industry, having reached the position of number one software publisher in Europe in under six years.

Codemasters' strength lies in its awareness of the market and in its ability to create games that satisfy the video game players' demands: quality, playability and an affordable price.

Codemasters has achieved its success in England by creating an array of computer game stars around which its games are centered. Each character, most notably, the cute, egg-like character, "Dizzy", is instantly recognizable to the British public. "Dizzy" games consistently sell briskly and have received coveted awards from magazines around the world.

The success for Codemasters has continued in the United States, where its revolutionary "Game Genie", for the Nintendo, remains a top selling peripheral. Recently introduced are units for Super Nintendo, Sega Genesis and Game Boy.

Accolades for Codemasters have also followed it to America, where its first two released games, "Micro Machines" and the "Fantastic Adventures of Dizzy", have been awarded Best Action Video Game, 1991 and Best Graphic Adventure of the Year, respectively.

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DAVID HARDING, FOUNDER AND PRESIDENT

A visionary who possesses the true entrepreneurial spirit, David Harding founded Camerica Corporation six years ago with just \$100,000. Within five years, Harding guided the company to sales in excess of \$30,000,000.

Harding entered the world of business when he left high school to pursue a career in the recording industry. Following a successful apprenticeship at CBS Records, one of the major record labels in North America, Harding entered into a partnership venture forming a company by the name of TEEVEE International. Here, he continued to expand his knowledge of business including sales, marketing, finance and distribution.

As President of Camerica Corporation, Harding is a much-in-demand public speaker. In addition to addressing various private groups, he has spoken at functions for the provincial government of Ontario.

Born in Toronto, Harding and his family reside in Unionville, a suburb just north of Toronto.

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KEITH APPLETON, VICE PRESIDENT OF MARKETING, CAMERICA CORPORATION

As Vice President of Marketing for Camerica Corporation, Keith Appleton oversees all of the marketing functions of Camerica's various businesses, including the consumer electronics division. Appleton joined Camerica in 1991 as Director of Marketing. He was promoted to his current post in the summer of 1992.

From 1975 until 1990, Appleton worked for several divisions of Nestle Enterprises, Ltd. in Toronto. As Director of Marketing for Nestle Foodservice, a position he held from 1987 until 1990, Appleton conceived, formulated and introduced the Nestle Foodservice Corporate Identity Program and introduced new products and services in all business categories.

Appleton began his Nestle career as a Management Trainee/Sales Representative for the Carnation Company. He held progressively more responsible sales and marketing management positions with Carnation until 1986 when he was appointed General Manager of Montclair Labrador, the Quebec bottled water division of Nestle Enterprises Ltd., in Montreal.

An avid runner and skier, Appleton resides in Aurora, Ontario with his wife and two children.

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ROBERT SCHURICHT, VICE-PRESIDENT OF SALES AND MARKETING

Named Vice-President of Sales and Marketing for Camerica in September, 1992, Robert Schuricht is in charge of expanding distribution of the company's line of unique video game products. He is based in Camerica's Chicago office.

From 1988 until his arrival at Camerica, Schuricht was National Sales Director for Atari Corporation, where he forged relationships with national retail accounts including Toys "R" Us, Sears and Kay Bee Toys. Schuricht was responsible for revitalizing sales of the company's video game console system and launching the world's first color portable video game, Lynx, in 1989.

Prior to that, Schuricht was Vice-President and General Manager of national Micro Inc., a purchasing and merchandising company owned by 12 regional distributors. In less than a year, Schuricht successfully turned monthly losses into profits.

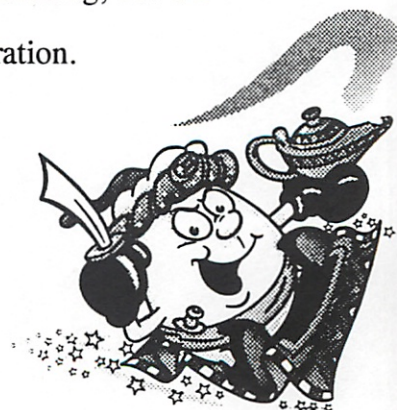
In 1983, Schuricht helped start Computer Software Service. During his four years there, he successfully grew the company to more than 120 employees with over \$45 million in yearly sales.

Schuricht's other experience includes positions with North Central Marketing, AVCO Financial Services, Inc., GE Credit Corp. and Household Finance Corporation.

After receiving his education at Northwestern University, Schuricht served in the U.S. Army for two years.

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TERRY HICKEY, PROJECT MANAGER, ALADDIN

With an extensive background in business and computer marketing, both on a domestic and international level, Terry Hickey, has prepared himself well for the task of bringing Camerica's latest innovation, the Aladdin Deck Enhancer, to market in the United States.

Prior to joining Camerica in 1991, Hickey served as Director of Provincial Government Accounts for Businessworld in Brampton, Ontario. In that capacity, Hickey was responsible for organizing sales teams and developing new procedures as well as providing major assistance in winning substantial Federal Government business.

Before that, Hickey was a Principal in O.M.O. Consulting in North York, Ontario, where he was involved in strategic marketing and planning for several Microcomputer distributors.

In 1988, as Vice President of Sales and Marketing with Pure Data Ltd., Hickey established significant distribution channels between Pure Data Ltd. and Europe, Hong Kong, Japan, and South America.

Hickey has also held positions with Novell Canada Ltd., Compuserve, and Computer Innovations. He received his education from Trent University in Ontario and spent several years teaching at the elementary school level.

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DAVID AND RICHARD DARLING, FOUNDERS OF CODEMASTERS

Now recognized as two of the most successful businessmen in the video games industry, David and Richard Darling, the directors of the British video games publisher Codemasters, have one of the most exciting histories behind them.

The Darlings started writing video games while they were in their early teens and still at school in England. It was during that time that the brothers were contracted to author video game for many of the major British software houses. When the games they authored became runaway best sellers, the boys realized they had a talent for creating games that the public wanted.

In 1986, David and Richard Darling formed Codemasters. Through its network of over 100 self-employed programmers, Codemasters launched a series of top selling games and within one year became the best selling games software publisher in the UK.

With over 40 of the world's best games people working at its global headquarters, situated on a 96 acre farm in Southam, in the heart of rural England, Codemasters continues to dominate the video games market, with no signs of letting up.

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THE OLIVER TWINS

At the ripe young age of 25, twins Philip and Andrew Oliver have firmly established themselves as two of the United Kingdom's most successful video game programmers, having created Camerica's signature character, Dizzy, the UK's answer to Nintendo's Mario.

The duo's ascent to the "Dizzy heights" of software superstardom began seven years ago at school, where they created their first video game, "Gambit," which won a video games competition arranged by a TV show. Shortly thereafter, the boys created "Super Robin Hood," their first video game effort for Codemasters.

Their greatest success, Dizzy, began as an experiment, when they persuaded Codemasters to release a game based on the "simple to animate" egg-shaped character they created. After a modest response from consumers, sales quickly picked up and soon Dizzy was all the rage in England. With 11 different games released to date, Dizzy continues to top the charts in the UK and has received several awards in the U.S. since being launched here in 1991.

What's next for the Olivers? Even greater success as Camerica readies its launch of the Aladdin Deck Enhancer, which comes bundled with a brand new game, "Dizzy, The Adventurer."

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CAMERICA PRESENTS ITS TOP 25 QUESTIONS AND ANSWERS ABOUT ITS NEW ALADDIN DECK ENHANCER

LAS VEGAS -- David Letterman, eat your heart out! Rather than stop at ten, Camerica has issued its list of top 25 questions and answers about the Aladdin Deck Enhancer, its new two-piece video game cartridge system that will revolutionize the 8-bit video game market. Drum roll please ...

1. Q: When will the Aladdin be shipped?
A: The Aladdin Deck Enhancer and Compact Cartridges will ship at the end of January, and are expected to arrive on store shelves by mid-February.
2. Q: Who will distribute the Aladdin at retail?
A: The Aladdin will be distributed through traditional mass merchandisers, department stores, cataloguers, computer software and video stores. Camerica has an agreement from a host of retailers to carry the product. As product will be limited at the time of launch, Camerica will be on all allocation for the first few months of the initial launch.
3. Q: Who developed the Aladdin and why is there a need for it?
A: The need for the Aladdin is very simple. With the introduction of 16-bit game systems, the focus of both the game developer and the retailer has moved toward 16-bit software. With over 35 million NES systems in America, there are a great many people who are being left out in the

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cold with little or no new quality video games to purchase. With Aladdin, Camerica is offering quality video games at \$19.99 or less. In comparison, other new 8-bit software that is being created has a price point very close to that of the 16-bit. The result is that the perceived and real value of 8-bit software has been substantially diminished.

With the development of the Aladdin, Camerica is able to use the same components in each Aladdin. By placing those components in a single interface -- the Aladdin Deck Enhancer -- the consumer need now only buy what is really new...the game! Therefore, an Aladdin owner can now purchase high quality games, with superior graphics and gameplay, for a much more realistic price of \$19.99 or less.

The bottom line is that the 8-bit video game consumers will once again have a reason to buy while the retailer will again have those consumers back in the store.

4. Q: Has Camerica done any focus groups that indicate a void in the marketplace that Aladdin will be filling?

A: Yes, and Camerica continually works with consumers to ask questions about their needs. At the 1992 summer CES, Camerica representatives took the opportunity to sit with a great number of consumers who attended the show. From these discussions Camerica was able to confirm that the Aladdin would be a widely accepted consumer product. As Camerica moves forward, it will work with focus groups on a continuing basis in order to best position Aladdin and develop advertising and marketing strategies.

5. Q: Will the Aladdin ever be made for the 16-bit Nintendo?

A: Camerica is currently examining both the SNES and Sega Genesis as viable platforms for Aladdin.

6. Q: Has Game Genie sort of prepared the Nintendo user for another game enhancer?
A: The Game Genie has prepared the Nintendo user for acceptance, understanding and demand for similar innovative products. It must be understood that while Game Genie is a video game enhancer, the Aladdin is a Deck Enhancer and is meant to add to the NES deck the improved hardware necessary to operate today's much more sophisticated games, while at the same time eliminating the redundancy of that hardware in each cart.
7. Q: Game Genie has sold over a million units in the U.S. What is expected for Aladdin in the next year? The next five years?
A: Game Genie has sold approximately two million units since its North American launch in September of 1990. It is expected that Aladdin will well exceed those numbers. Aladdin, as is the Game Genie, is a vehicle that will effectively increase the playing life of the NES deck.
8. Q: What will the Aladdin do for the 8-bit Nintendo in terms of exposure and sales?
A: Aladdin will allow the NES deck to remain as a vital hardware system. Many customers who have either moved on to other systems or simply no longer use the NES deck now have a reason to use it, and with frequency.
9. Q: Who will want the Aladdin and Why?
A: Any video game owner is a real customer for Aladdin. With a breakthrough price point and the high quality of the product, Aladdin will have broad appeal to all video game players whether active or not.
10. Q: Will Aladdin be available in Europe and Asia? When?
A: Aladdin will probably not be available in Europe, but it will be accessible to other world markets.

11. Q: What games come with the first Aladdin system?

A: Upon launch, the following games will be available:

Micro Machines - 1991's Best Action Video Game and winner of the NES Excellence Award.

The Fantastic Adventures of Dizzy - 1991's Best Graphic Adventure and honored with a 1992 Parent's Choice Approval.

Bignose Freaks Out - Great graphics, sound and game play.

Linus Spacehead's Cosmic Crusade - Employs English, Spanish, French and German language selection.

Quattro Sports - Four Sports games on one cart.

Quattro Adventure - Four Adventure games on one cart.

Each Aladdin Deck Enhancer is packed with **Dizzy, The Adventurer**, a brand new video game.

12. Q: Why did you pick these particular games?

A: These games were selected for launch so that they immediately provide the consumer with a variety of game types from which to choose.

13. Q: How often will Camerica issue games for the Aladdin system and what Aladdin games are coming down the pike?

A: Camerica will be issuing a number of games per quarter with the object to have 35 games, most at \$19.99 SRP and some titles with a SRP of \$17.99 available by the end of 1993.

14. Q: Are these new or old titles?

A: A few of the carts have previously been released, but the majority will be new titles for the Aladdin.

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15. Q: How do you expect most retailers to merchandise the Aladdin system? Will Camerica supply any sort of POP?
- A: Camerica offers a great opportunity for retailers to display the product live on the floor and not under glass or under counters. The games will be packaged in such a manner as to minimize theft and maximize attractiveness. POP materials will be available to all stores. As well, there will be special free standing Aladdin displays available. It is generally expected that the product will be pegged as are many other products in the store.
16. Q: What special promotions are planned for the Aladdin, either at retail or on a national level?
- A: Aladdin product will always be featured with promotions. Some of the promotions will feature significant prizes such as trips.
17. Q: How much advertising is Camerica budgeting to push the Aladdin system?
- A: As of this point in time, Camerica has earmarked \$3 million for Aladdin advertising. As the product moves into the marketplace, that figure should rise dramatically.
18. Q: Where will the advertising money be spent and why?
- A: Camerica has planned both television and print advertising campaigns.
19. Q: What portion of Camerica's advertising budget is devoted to Aladdin?
- A: Camerica will spend approximately 60% of its advertising budget on Aladdin.
20. Q: What portion of 1993 sales do you expect Aladdin to encompass?
- A: Camerica expects Aladdin sales to account for approximately 60% of our business in 1993.
21. Q: What other games or systems will Camerica be introducing in 1993?
- A: Camerica will also be introducing games for SNES, Sega Genesis and Gameboy over the course of 1993.

22. Q: What have been Camerica's most popular games so far and why?

A: The popularity of Camerica's games has been due to a number of factors, however the principal reason is that of playability. The design teams at Codemasters have used their expertise on computer systems to generate games that maximize everything that the hardware can provide. These games are sheer fun and challenge.

23. Q: What kind of stores sell the Camerica games and why?

A: Stores selling Camerica games are quite varied, ranging from retailers such as Wal-Mart, Kay Bee Toys, Electronic Boutique, Software Etc., Babbages, and the Sears catalogue to the small independent retailer.

24. Q: What portion of overall sales does the U.S. represent?

A: The U.S. traditionally provides about 60% of Camerica's sales, as we also have active markets in Canada, South America and the Pacific Rim.

25. Q: How can Camerica be described for the next several years?

A: Camerica, over the next several years, will grow quite dramatically. With the expected success of Aladdin and the company's entrance into other major hardware platforms, the sales growth should at least double yearly. It is anticipated that Camerica will establish itself within the top handful of Publishers within the next two years.

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**CAMERICA'S "THE FANTASTIC ADVENTURES OF DIZZY" HONORED BY
PARENT'S CHOICE MAGAZINE**

Popular Video Game Receives Consumer Guide's Stamp Of Approval

LAS VEGAS -- "The Fantastic Adventures Of Dizzy," Camerica's widely popular video game, has been honored with a coveted Approval Award from *Parent's Choice Magazine*, the nonprofit consumer guide to children's media. David Harding, President of Camerica will present the award to David and Richard Darling, co-founders of the UK-based Codemasters programming house that developed the Dizzy character, during a press conference on January 8 at the Winter Consumer Electronics Show (WCES), booth #6329 in the South Annex of the Las Vegas Convention Center

"Like all of the Dizzy games, 'The Fantastic Adventures of Dizzy' promotes family fun and entertainment," said Harding. "We are thrilled that Parent's Choice has recognized this game as a product that parents can feel good about when they purchase it for their children."

"The Fantastic Adventures Of Dizzy," the first Dizzy video game launched in the United States, was also awarded with "Best NES Graphic Adventure Game" in 1991. The game features the lovable egg-shaped character, Dizzy, the U.K.'s answer to Nintendo's Mario, who has consistently topped the video game charts in England and is poised to become America's newest video game superstar.

Founded in 1986, Camerica manufactures a full line of video games and peripherals, including the popular Game Genie video game enhancer. Camerica Games are distributed in the United States through major video distributors and are sold in video game and consumer electronics outlets nationwide.

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